ABSTRACT OF THE DISCLOSURE

A distribution server distributes A/V content to a recipient according to terms determined from information stored in a database of prior unauthorized copying attributed to that recipient. The copy distributed to the recipient includes identifications of the content and recipient embedded in it by an ID embedder employing a steganographic or watermarking technique. A detection server detects embedded ID's in A/V content sampled from various distribution channels, and provides the ID information to the distribution server to update the database of prior unauthorized copying.